

## DAFTAR PUSTAKA

- Abi, Y. I., Melinda, T. F., & Sari, D. R. (2022). Pengaruh Teknologi Informasi dan Modal Kerja terhadap Daya Saing UMKM di Kota Bengkulu. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 10(S1), 273–280. <https://doi.org/10.37676/ekombis.v10is1.2050>
- Ahdiat, A. (2022). Mayoritas Industri Mikro-Kecil Bergerak di Sektor Makanan. Diambil dari <https://databoks.katadata.co.id/datapublish/2022/03/30/mayoritas-industri-mikro-kecil-bergerak-di-sektor-makanan>
- Al-Shaikh, M. E., & Hanaysha, J. R. (2023). A conceptual review on entrepreneurial marketing and business sustainability in small and medium enterprises. *World Development Sustainability*, 2(December 2022), 100039. <https://doi.org/10.1016/j.wds.2022.100039>
- Anjum, T., Amoozegar, A., Farrukh, M., & Heidler, P. (2023). Entrepreneurial Intentions Among Business Students: The Mediating Role of Attitude and the Moderating Role of University Support. *Education + Training*, 65(4), 587–606. <https://doi.org/10.1108/ET-01-2021-0020>
- Apriliawati, D. (2020). Diary Study sebagai Metode Pengumpulan Data pada Riset Kuantitatif: Sebuah Literature Review. *Journal of Psychological Perspective*, 2(2), 79–89. <https://doi.org/10.47679/jopp.022.12200007>
- Cacciolatti, L., & Lee, S. H. (2015). *Entrepreneurial Marketing for SMEs*. London: Palgrave. <https://doi.org/10.1007/978-1-137-53258-9>
- Cardon, M. S., & Murnieks, C. Y. (2020). *The Profits and Perils of Passion in Entrepreneurship: Stoking the Fires and Banking the Coals*. Cheltenham: Edward Elgar Publishing.
- Chalmers, D., MacKenzie, N. G., & Carter, S. (2021). Artificial Intelligence and Entrepreneurship: Implications for Venture Creation in the Fourth Industrial Revolution. *Entrepreneurship: Theory and Practice*, 45(5), 1028–1053. <https://doi.org/10.1177/1042258720934581>
- Crick, J. M., Crick, D., & Chaudhry, S. (2020). Entrepreneurial marketing decision-making in rapidly internationalising and de-internationalising start-up firms. *Journal of Business Research*, 113(November), 158–167. <https://doi.org/10.1016/j.jbusres.2018.11.033>
- Donthu, N., & Gustafsson, A. (2020). Effects of COVID-19 on Business and Research. *Journal of Business Research*, 117, 284–289. <https://doi.org/10.1016/j.jbusres.2020.06.008>
- Garson, D. G. (2016). *Partial Least Squares : Regression & Structural Equation Models*. Statistical Associates Publishing. <https://doi.org/10.1201/b16017-6>
- Gilmore, A., McAuley, A., Miles, M. P., & Pattinson, H. (2020). Four questions of entrepreneurial marketing education: Perspectives of university educators. *Journal of Business Research*, 113(October 2017), 189–197.

<https://doi.org/10.1016/j.jbusres.2018.12.016>

- Grange, E. S., Neil, E. J., Stoffel, M., Singh, A. P., Tseng, E., Resco-Summers, K., ... Leu, M. G. (2020). Responding to COVID-19: The UW Medicine Information Technology Services Experience. *Applied Clinical Informatics*, *11*(2), 265–275. <https://doi.org/10.1055/s-0040-1709715>
- Gumel, B. I., & Bin Bardai, B. (2023). A Review of Critical Success Factors Influencing the Success of SMEs. *SEISENSE Business Review*, *3*(1), 37–61. <https://doi.org/10.33215/sbr.v3i1.906>
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks. *Sage*, 165.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis. *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Hair, J. F. H., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). The Results of PLS-SEM Article information. *European Business Review*, *31*(1), 2–24.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hubner, S., Baum, M., & Frese, M. (2020). Contagion of Entrepreneurial Passion: Effects on Employee Outcomes. *Entrepreneurship: Theory and Practice*, *44*(6), 1112–1140. <https://doi.org/10.1177/1042258719883995>
- Jahanshahi, A. A., Brem, A., & Gholami, H. (2019). Working in a Physically Dangerous Work Environment: Employee Vitality and Sustainable Behavior. *Sustainability*, *11*(19), 5170. <https://doi.org/10.3390/su11195170>
- Kominfo. (2022a). 100 Pelaku Usaha Kecil Ikuti UMKM Go Online Virtual Expo 2022. *Kominfo*. Diambil dari <https://aptika.kominfo.go.id/2022/10/100-pelaku-usaha-kecil-ikuti-umkm-go-online-virtual-expo-2022/>
- Kominfo. (2022b). Adopsi Teknologi 4.0 Bantu Atasi Kendala Pelaku UMKM. Diambil dari <https://aptika.kominfo.go.id/2022/10/adopsi-teknologi-4-0-bantu-atasi-kendala-pelaku-umkm/>
- Maine, E., Soh, P. H., & Dos Santos, N. (2015). The role of entrepreneurial decision-making in opportunity creation and recognition. *Technovation*, *39–40*(1), 53–72. <https://doi.org/10.1016/j.technovation.2014.02.007>
- Matejun, M. (2018). The Process of Opportunities Exploration and Exploitation in the Development of SMES' Innovativeness. *Management and Production Engineering Review*, *9*(3), 3–15. <https://doi.org/10.24425/119529>
- Morrish, S. C., & Jones, R. (2020). Post-disaster business recovery: An entrepreneurial marketing perspective. *Journal of Business Research*, *113*(March), 83–92. <https://doi.org/10.1016/j.jbusres.2019.03.041>
- Niehaves, B., & Ortbach, K. (2016). The inner and the outer model in explanatory

- design theory: The case of designing electronic feedback systems. *European Journal of Information Systems*, 25(4), 303–316. <https://doi.org/10.1057/ejis.2016.3>
- Nur, A. C., Burhanuddin, H., Niswaty, R., Cante, S. R., & Akib, H. (2020). Opportunity to Develop on Enterpreneurial Outbreaks of Endemic COVID-19 in South Sulawesi Indonesia. *SSRN Electronic Journal*, 10. <https://doi.org/10.2139/ssrn.3637252>
- Obschonka, M., & Audretsch, D. B. (2020). Artificial intelligence and big data in entrepreneurship: a new era has begun. *Small Business Economics*, 55(3), 529–539. <https://doi.org/10.1007/s11187-019-00202-4>
- Parameswar, N., Chaubey, A., & Dhir, S. (2021). Black Swan: Bibliometric Analysis and Development of Research Agenda. *Benchmarking: An International Journal*, 28(7), 2259–2279. <https://doi.org/10.1108/BIJ-08-2020-0443>
- Perdana, H., & Rosadi, D. (2015). Statistika Inferensi menggunakan Rplugin.SPSS. In *Prosiding Semirata*.
- Permatasari, C. L., & Adha, E. (2021). Peran Pendidikan Kewirausahaan Dalam Menumbuhkan Kesiapan Berwirausaha Siswa. *Jurnal Pendidikan Ekonomi*, 15(1), 60–71. <https://doi.org/10.19184/jpe.v15i1.21158>
- Polas, M. R. H., & Raju, V. (2021). Technology and Entrepreneurial Marketing Decisions During COVID-19. *Global Journal of Flexible Systems Management*, 22(2), 95–112. <https://doi.org/10.1007/s40171-021-00262-0>
- Polas, M. R. H., Raju, V., & Hossen, S. M. (2020). Customer's Revisit Intention: Empirical Evidence on Gen-Z from Bangladesh towards Halal Restaurants. *Journal of Public Affairs*, 22(17). <https://doi.org/http://dx.doi.org/10.1002/pa.2572>
- Rintan, S. (2017). Jurnal kewirausahaan. *Jurnal Kewirausahaan*, 3, 1–14.
- Rogers, T. F., Zhao, F., Huang, D., Beutler, N., Burns, A., He, W., ... Burton, D. R. (2020). Isolation of Potent SARS-CoV-2 Neutralizing Antibodies and Protection from Disease in a Small Animal Model. *Science*, 369(6506), 956–963. <https://doi.org/10.1126/science.abc7520>
- Saif, H. A. A., & Ghania, U. (2020). Need for Achievement as a Predictor of Entrepreneurial Behavior: The Mediating Role of Entrepreneurial Passion for Founding and Entrepreneurial Interest. *International Review of Management and Marketing*, 10(1), 40–53.
- Samiei, E., & Habibi, J. (2020). The Mutual Relation Between Enterprise Resource Planning and Knowledge Management: A Review. *Global Journal of Flexible Systems Management*, 21(1), 53–66. <https://doi.org/10.1007/s40171-019-00229-2>
- Saradika, A. (2020). Bagian Kedelapan Pengolahan Dan Analisis Data. [https://www.researchgate.net/publication/340654541\\_Teknik\\_Analisis\\_Data](https://www.researchgate.net/publication/340654541_Teknik_Analisis_Data),

Universitas Muhammadiyah Jakarta.

- Sekaran, U. (2016). Research Methods for Business: A Skill-Building Approach. *Leadership & Organization Development Journal*, 34(7), 700–701. <https://doi.org/10.1108/lodj-06-2013-0079>
- Sharahiley, S. M. (2020). Examining Entrepreneurial Intention of the Saudi Arabia's University Students: Analyzing Alternative Integrated Research Model of TPB and EEM. *Global Journal of Flexible Systems Management*, 21(1), 67–84. <https://doi.org/10.1007/s40171-019-00231-8>
- Sriyakul, T., & Jermsittiparsert, K. (2019). The mediating role of entrepreneurial passion in the relationship between entrepreneur education and entrepreneurial intention among university students in Thailand. *International Journal of Innovation, Creativity and Change*, 6(10), 193–212.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sushil. (2020). Interpretive multi-criteria ranking of production systems with ordinal weights and transitive dominance relationships. *Annals of Operations Research*, 290(1–2), 677–695. <https://doi.org/10.1007/s10479-018-2946-4>